

# What Makes *Buick* the Greatest Car Value of the Year

The value of a motor car is in what it returns to you in Service, Satisfaction and Pleasure. The Buick automobile is the greatest car-value of the year because it gives you the utmost in uninterrupted service and use of your investment; perfect satisfaction in power, speed, endurance and economy; and the keen pleasure of riding in comfort, style and with the assurance that at all times your car is dependable. This is the reason 33,200 buyers exhausted the entire output of 1914 Buick cars before April 1st. This is the reason for the unprecedented sale of 1915 models.

## BUICK PLANT

The Buick Motor Company's plant is the largest automobile factory in the world with a floor space of over 58 acres. Every part which enters into the construction of a Buick car, with the exception of tires and special appliances, is manufactured in this plant or by affiliated companies.

## ENGINEERING

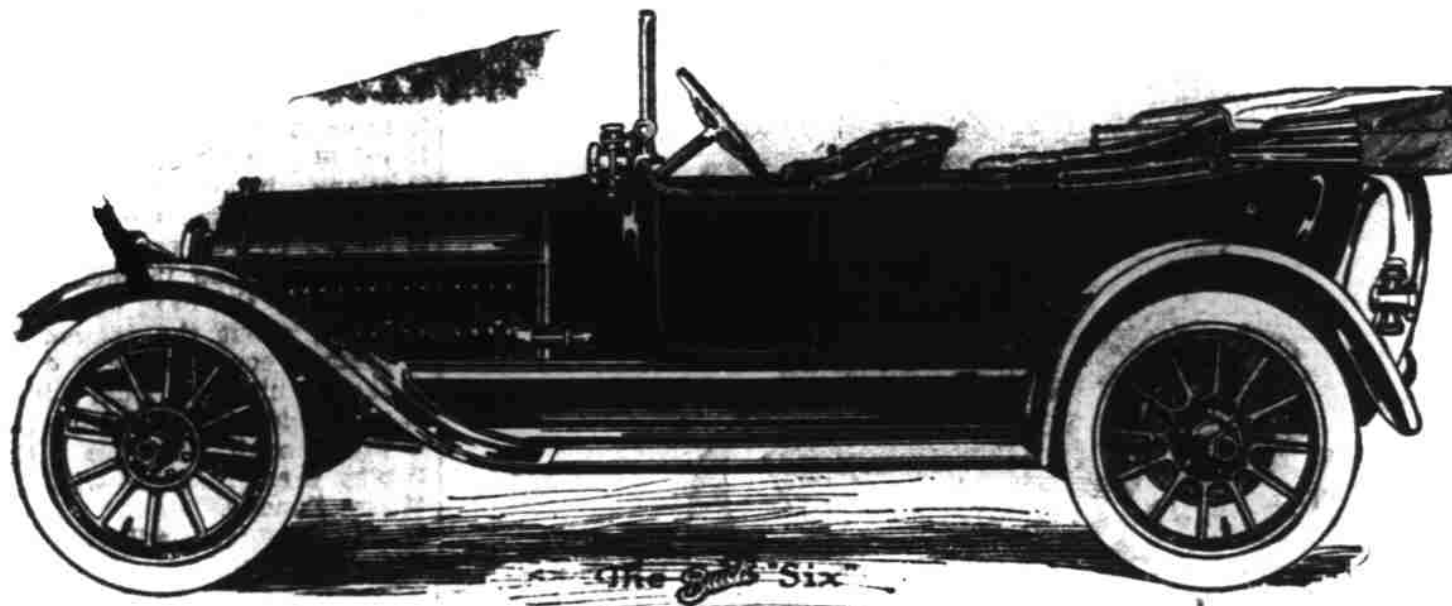
From the beginning Buick engineers have designed cars which have been thoroughly tried out and tested and found that gave the greatest known motor service. Never has the Buick Company built a failure. Each year's models have shown a consistent advance in design and engineering. Only those principles have been adopted

## WORKMANSHIP AND INSPECTION

Every department of the Buick factory is under the supervision of men who have been long in the employ of the company—men who have won and hold their places by their knowledge and skill. Buick workmen represent the highest type of American labor. Hundreds of skilled machinists are it.

## UNINTERRUPTED SERVICE

The unequalled record of the long life and enduring qualities of Buick cars and the thousands of unsolicited letters from Buick car owners in regard to the uninterrupted service their cars are giving are testimonials of the high standard of Buick quality maintained from the beginning.



The Pleasures and Joys of Motoring are Enhanced by the beauty, power and comforts of the Buick

## BUICK MATERIALS

Buick automobiles are built of the best materials that money can buy. Very thorough scientific tests for strength and durability are made of every raw material used. Only steel of the highest quality is used and special heat treating methods are employed.

The drop forge plant is capable of producing any kind of a forging from a small thumb

## SELLING AND SERVICE ORGANIZATION

The Buick selling organization as a body is the most permanent and financially reliable to be found. Buick cars were never misrepresented and buyers have assurance that the Company's promises will be carried out to the letter.

The Buick Motor Company maintains at Flint the largest service and parts department

## BEAUTY AND COMFORT

1915 Buick cars are everywhere admired for their beauty.

In design, finish, roominess and comfortable riding qualities they represent the best car value of the year. Every convenience for the operation of the car is within easy reach

## MOTOR POWER

The Buick Valve-in-Head Motor is acknowledged by the world's leading gas engine experts to produce 15 to 20 per cent more power, cylinder for cylinder, than any other type.

All racing records, Buick fuel economy, hill climbing and same time economical.

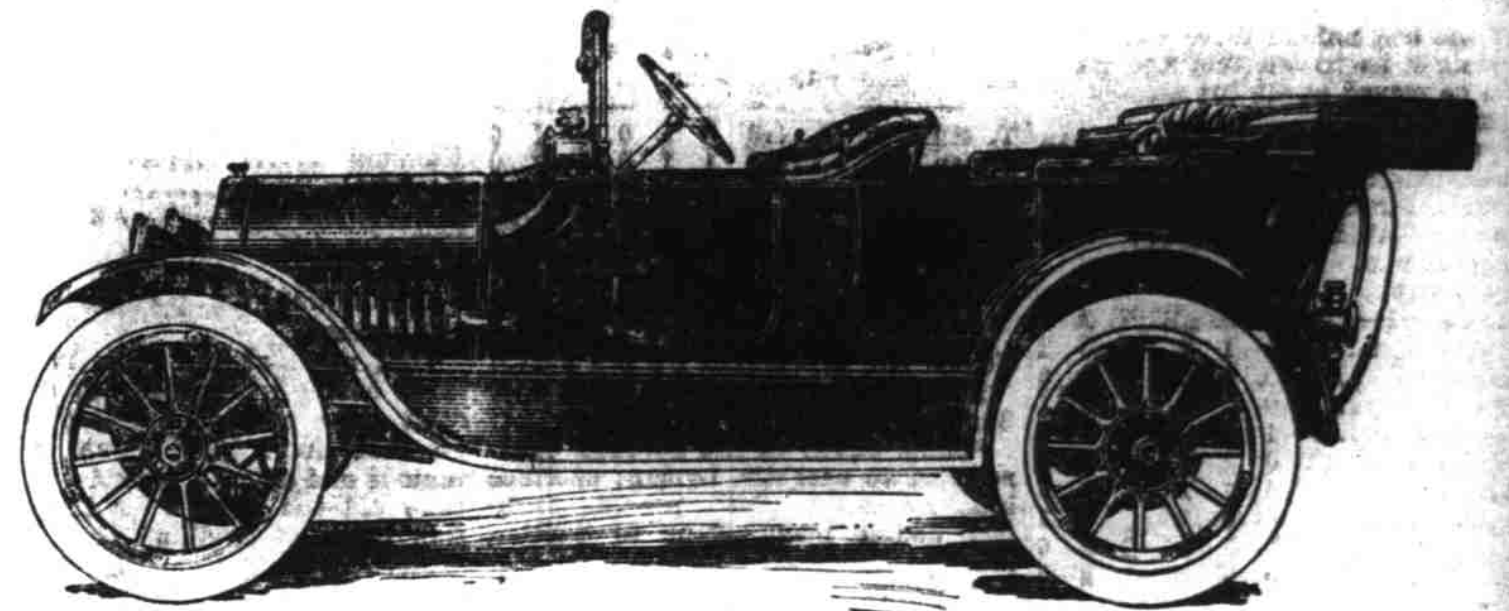
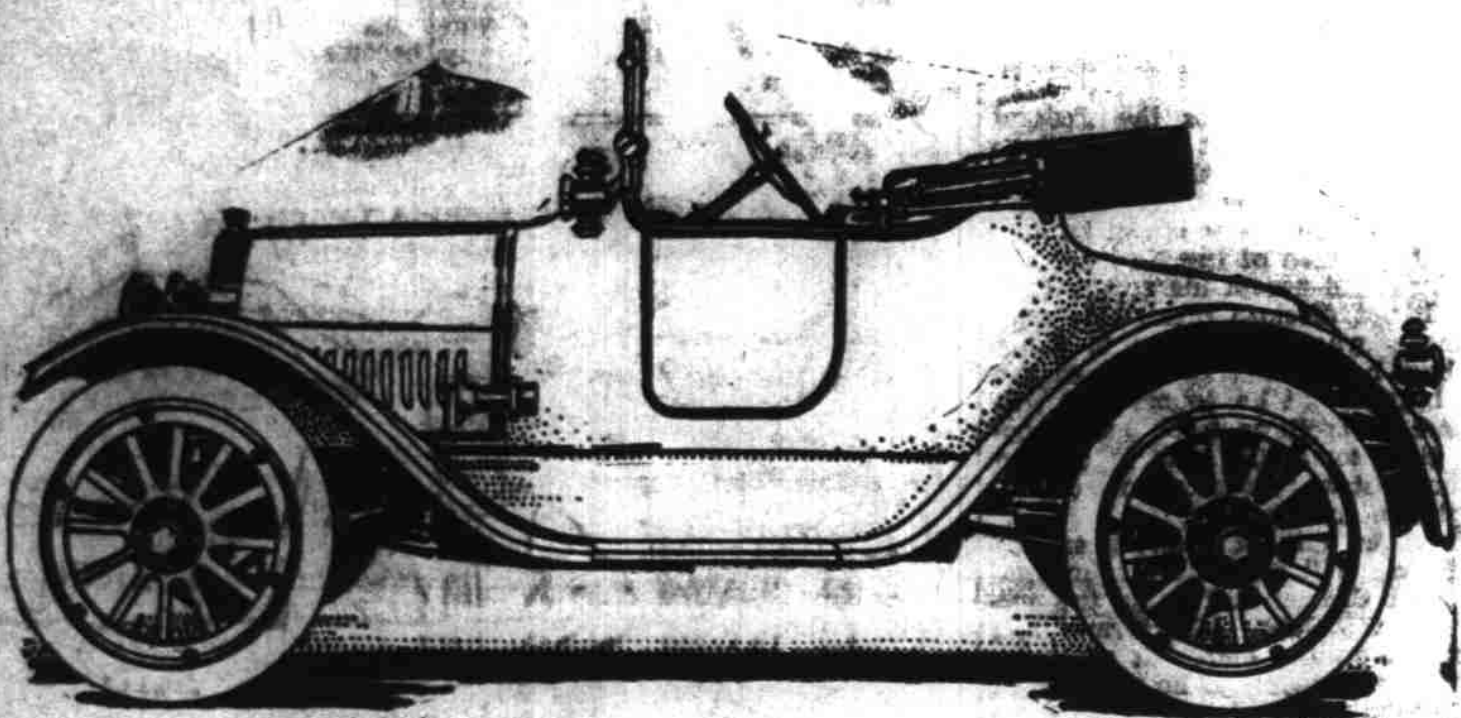
## ROAD ECONOMY

Buick cars are every day for over 500 miles, winning establishing remarkable fuel economy records, made in the majority of cases by individual owners in the every day use of their cars.

In the recent Reliability and Economy Contest in Wisconsin a 1915 Buick car averaged 24.8 miles to a gallon of gasoline

## OWNERS SATISFACTION

To all Buick owners comes from knowing they have made that mental satisfaction that a good buy—that for every their desires and demands of dollar they have invested they what an automobile should be, are getting in return just as are realized in their car. They many dollars' worth of service they get more value for their and pleasure. In short, they investment. Buick buyers get get Buick satisfaction. that peace of mind which comes



## BUICK POLICY

Way back in 1904 the Buick Motor Company announced to the buying public that their policy would be to make and market a motor car that would at all times and under all circumstances give the owner uninterrupted use of his investment.

engineering corps with but few equals and none better.

It meant a factory organization of gigantic magnitude where, under the direction of the highest grade artisans and mechanics, the best of everything obtainable in the way of raw materials for the building of automobiles could be made into finished component parts

and assembled into a complete machine, which, barring accidents and abuse, would prove a good investment for the purchaser and give him uninterrupted use of his purchase.

BUICKS HAVE NEVER BEEN MISREPRESENTED But the carrying out of the policy of this company, which was established when the first

Buick automobile was built, required even much more than an engineering department and a factory organization, they must be well informed and equipped so that they would be capable of even building an up-to-date warship; it required a sales and service organization that would be exact in all state-

R. H. COLLINS,  
Gen. Sales Mgr.

Hawaiian Representatives  
Honolulu and Hilo

# THE von HAMM-YOUNG COMPANY, LIMITED,

## HEELS NOW ARE MUCH HIGHER

High heels are so much a matter of course now on all sorts of shoes and boots that a request for lower heels—even moderately low heels—meets with polite surprise from the shoe dealers.

son." is their answer, and that settles it. There is every reason to believe, say the shoe dealers, that well-dressed American women will show greatest favor for black boots with fawn cloth or suede uppers, with gray a close second.

Just how much favor the black patent leather boot with white upper will gain here it is impossible to say. One shop that caters to an especially conservative though smart class of women has actually not included this much discussed type of shoe in its stock, and that in spite of its recent Paris vogue.

black-vamped boot is the last word in smart footwear, and is in unquestioned taste. These boots have extremely short vamps, a tendency which is noticeable in the smartest footwear of this season.

Some of these white-uppered boots are laced. The black laces are threaded through two strips of black kid which extend from the vamp to the top. This effect, by the way, is one borrowed from the tango and many other fashionable fads from Argentina.

The gaiter effect shoe is another effect which is bound to stay in favor. It is combined in black and fawn and

with an all-white or black-and-white slipper. For indoor wear the smartest of the new shoes are those that show a combination of black and white. A shoe built on an exceedingly tapering last with a fine white kid vamp and a black patent leather back portion and strappings with a single small white and black button ornament at the front is decidedly smart.

The newest shoe buckles, too, show a combination of black and white. Black jet and white pearls or rhinestones are combined in numerous ways. One pair of buckles showing with a black and heel portion of a sort of Byzantine tapestry made of threads